

Corporate Social Responsibility Als Wettbewerbsvorteil - , Stefan Lamberti

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'The Social Responsibility of Business is to increase its Profits'(Milton Friedman)In seinem Beitrag im New York Times Magazine hat der Wirtschaftswissenschaftler und spätere Nobelpreisträger Milton Friedman die Verantwortung der Unternehmen auf die Gewinnmaximierung beschränkt: 'there is one and only one social responsibility of business-to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud.' Für Friedman konnte ein soziales Engagement von Unternehmen niemals einhergehen mit Gewinnmaximierung; soziale Betätigung eines Unternehmens seiner Ansicht nach bedeutete, das Geld anderer Leute, beispielsweise der Aktionäre, Kunden oder Mitarbeiter, auszugeben.Dagegen betrachtete der Moralphilosoph und Begründer der Nationalökonomie John Smith das 'Eigeninteresse als Stützpfeiler der marktwirtschaftlichen Ordnung schlechthin. Sein viel-zitiertes Diktum lautete: 'Nicht vom Wohlwollen des Metzgers, Brauers oder Bäckers erwarten wir das, was wir zum Essen brauchen, sondern davon, dass sie ihre eigenen Interessen wahrnehmen. Wir wenden uns nicht an ihre Menschen - sondern an ihre Eigenliebe, und wir erwarten nicht die eigenen Bedürfnisse, sondern sprechen von ihrem Vorteil.' Demzufolge geschieht jede Handlung eines Unternehmers aus einem gewissen Eigeninteresse heraus, dem Unternehmen muss aus jeder Tätigkeit, also auch einem gesellschaftlichen Engagement, ein spürbarer Vorteil erwachsen.Es stellt sich also die Frage, ob Unternehmen der lediglich der Imagepflege halber und aus altruistischen Gründen CSR betreiben oder ob daraus auch messbare Vorteile entstehen, die ein gesellschaftliches Engagement rechtfertigen und unterstützen können und in welchen Bereichen ein gesellschaftliches Engagement von Unternehmen überhaupt sinnvoll und möglich ist.Author: Baaken, Ina Author: Lamberti, Stefan Publisher: GRIN Verlag Illustration: N Language: GER Title: Corporate Social Responsibility als Wettbewerbsvorteil Pages: 00027 (Encrypted PDF) On Sale: 2011-01-01 SKU-13/ISBN: 9783640814459 Category: Business & Economics : Management - General

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